

Celebrating the Founding of a Business That Has Developed Into One of the Leading Women's Shops of Memphis

A year has passed since we opened our doors for business. Wiseacres told us we couldn't establish a strictly cash business in Memphis—but we have done it! We have found that the women of Memphis have appreciated the fact that the cash system of buying and selling is a money saving system for them—and as a result our business has grown and prospered beyond expectation. To mark our first year in business we have prepared for an

Unprecedented Sale of Women's Wear In Which the Values Offered Will Defy Comparison

SALE
STARTS
SATURDAY
MORNING!



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This Business Has Not Swerved from the Basic Principles Upon Which It Was Founded

This business, since its opening, has stuck to its policy of ONE CASH PRICE TO ALL. We have bought all merchandise for cash, and through our cash selling policy have been able at all times to give our customers QUALITY MERCHANDISE at prices always less than others charge. The business we have done in the past year has shown that the WOMEN OF MEMPHIS HAVE SEALED WITH THEIR APPROVAL THE POLICY OF THIS NEW STORE. Through this cash system of buying and selling we have been able to eliminate much useless expense which other stores find necessary to add to their selling prices. Our buyer has been constantly in New York, and as a result of this combination we have been able to make good on our slogan, "Newest Dependable Merchandise at Lowest Prices for Cash."



In Celebration We Offer Unsurpassable Values to Continue Through One Great Economy Week

We have decided to celebrate our first birthday with a SALE WHICH we believe WILL ECLIPSE IN ECONOMY OPPORTUNITIES any similar event ever brought to the attention of Memphis women. For the past few weeks our Mr. Landres has been busy in New York preparing for this great event. Manufacturers with whom he has had long connection have co-operated with him, and as a result in our birthday sale we are able to offer only the newest and most desirable merchandise at unusual prices—garments bought at greatest savings, which we are determined to pass along to our customers. No season-end bargains, no left-overs—only the newest, the best, the most desirable goods, newly arrived—at prices that defy comparison will be included in this stupendous bargain array.

New Spring Dresses

Prices That Afford Enormous Savings

Here is the most remarkable Dress value ever offered in Memphis **\$19.22**

Included are dresses of heavily beaded Georgette, printed Georgette, Foulard, Charmeuse Satin, Crepe Meteor, Taffeta and Georgette combination effects. They are developed along the lines of the most popular of the Spring styles. An inspection is bound to prove a triumph for us.

SPECIAL BIRTHDAY SALE PURCHASE

As a special concession from a manufacturer, we purchased 200 dresses at a remarkably low figure, and this saving we pass along to our customers. They are developed in Beaded Georgette, Crepe Meteor, Chiffon Taffeta, Satins, Jerseys and Serges. There is no need of a long description of their style and value. At best it would be inadequate. They must be seen to be appreciated. **\$14.22**

A WONDERFUL ASSORTMENT AT

Here are wonderful dresses at a wonderful price, only made possible by the fact that our friends among the manufacturers have co-operated with us to make this special **\$10.22**

offering in our First Year in Business Sale. They are made along the newest style ideas in crepe meteor, taffeta, satin and crepe de chine.

A SELECTION THAT MUST BE SEEN TO BE TRULY APPRECIATED

Here are dresses of the very best in make and materials offered at prices which we know are mighty radical in their lowness. They will be welcome to any customer for street, afternoon or evening wear.

\$23.22—\$28.22—\$33.22

A BLOUSE SPECIAL AT \$4.22

Blouses at a bargain, you bet! And you will believe us when you see at this price beautiful, newly made blouses in georgette, crepe de chine and fancy voiles elaborately trimmed. Also tailored models.

An Extra Special in New Spring

SUITS

Our First Year in Business Sale Price

\$14.22

A suit value that we will stake our reputation on. Here are popular blouse models, smartly tailored styles, belted and flare models offered in this great Economy event at a price that is actually below the cost of production. The suits are of men's wear serge, tricotine, gaberdine, poplin and novelty check materials. Mostly all silk peaux de cygne lined with clever vestee effects.

TWO HUNDRED SPECIALLY PURCHASED SUITS AT

\$18.22

A special purchase made for our Birthday Sale of 200 splendid suits built along fashion's most desirable lines. We know any woman purchasing one of these suits will long remember our First Birthday celebration by the value she received. All newest models and materials.

ONE GREAT SUIT GROUP AT

\$23.22

A splendid assortment of the newest ideas in suits are represented in this great group. They are of fine serge, Poret twill, velour, gaberdine and novelty mixtures. Navy blue, black, Pekin, new blue and gray are among the shades offered.

EXCLUSIVE SUIT MODELS

Here are reproductions of exclusive models that are mostly one of a kind. They are handsomely fashioned and expertly tailored. You will be delighted at the style and price combination of these delightful models.

\$28.22—\$33.22—\$38.22

The New Capes and Dolmans

At Prices That Make Them Values Impossible To Surpass

Capes are the thing. And we have, through the aid of a manufacturer, produced a cape to make one of the big offerings in this great Economy event. It is of all-wool men's wear serge, heavy braid trimmed—a manufacturer's contribution to this Birthday Feast of Bargains.

At this unusual price we offer a most complete assortment of capes, made in French serge, velour and gaberdine. A large variety of the new shades. They are made in many different styles and novel effects.

Here are the new and much-desired dolmans in a variety of styles at an unbeatable price. They are made in beautiful soft velour, French serge and covert cloth. Some are full silk lined and others are half lined. They are in all the wanted shades, variously trimmed.

\$8.22

\$12.22

\$23.22

Millinery

OUR MILLINERY DEPARTMENT is offering three of the most extraordinary VALUES ever witnessed in Memphis. Come to our Third Floor tomorrow and convince yourself. An opportunity to purchase HATS of such character at these low prices occurs not very often.

Manufacturer's Sample Line of 300 TRIMMED AND BANDED HATS

All straw and of crepe and straw combination, in every conceivable style and color.

Values Up to \$5.00

\$1.22

150 BRAND-NEW, STYLISH BANDED SAILORS

Now so popular, at less than wholesale prices. Made of Lisere, Milano, Pineapple, Basket Weave, Rough Straws; all the new spring colors and shapes.

Values Up to \$6.50

\$3.22

250 OF THE SMARTEST TRIMMED HATS

Specially purchased at a great discount for our Anniversary Sale. Sailors, Watteau Effects, Pokes, Clever Turbans, Tams, Miter Sailors, trimmed with wings, feathers, flowers and in ribbon. All wanted colors.

Values Up to \$10.00

\$5.22

Open Saturday Night Until 9:30

CAMISOLES SPECIALLY PRICED AT 22c

An extra special for the opening day of the great sale week. Camisoles of crepe de chine and of satin. They are lace trimmed and neatly finished and are rare bargains at this price.



Space does not allow us to mention all the wonderful bargains we have to offer in this great sale. Come and see a real birthday party full of bargains.

THE LANDRES CO. INC.

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